

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Inventor: | SHOHAM et al. | Examiner: | John Van Bramer |
| Application No.: | 09/339,325 | Art Unit: | 3622 |
| Filed: | June 23, 1999 | Docket No.: | ARIBP032 |
| Title: | UNIVERSAL ON-LINE TRADING MARKET DESIGN AND DEPLOYMENT SYSTEM | | |

AMENDMENT R

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action mailed March 31, 2010. The following amendments and remarks are respectfully submitted.